

The 1st asia pasifik

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**EVALUATION ON PROMOTIONAL STRATEGY EVALUATION BY DENPASAR CITY
TOURISM OFFICER ON SANUR VILLAGE FESTIVAL TO ATTRACT FOREIGN VISITORS**

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Abstract

The organization of the Sanur Village Festival from year to year has provided its own nuances for the preservation of Balinese cultural arts by providing themes that are always different. All the arts in Denpasar can be witnessed at the Sanur Village Festival. Sanur Village Indeed the Festival is very challenging to bring in foreign tourists. The Sanur Village Festival event has been held from 2006 to 2018. But, on the other hand The Denpasar City Tourism Office has never carried out evaluation activities. The Government doesn't have plan to changes the management of Sanur Village Festival marketing plan itself.

The purpose of this study was to study the marketing strategies and elements used by the Denpasar City Tourism Office in an effort to promote the Sanur Village Festival. This research was conducted using qualitative methods. Qualitative descriptive **method is a method** used to discuss **the status of a human group, an object, a problem, a** discussion in class now, on the promotion strategies of the Sanur Village Festival event.

The results of the study show that the promotion strategy still uses standard elements for public knowledge about Balinese culture, such as advertising, billboards, radio, TV. One of the public relations activities carried out by the Denpasar City Tourism Office is by taking part in domestic and foreign exhibitions. Bring the buyers from abroad, specifically to promote special tourism in Bali, Denpasar City. In addition, the Denpasar City Tourism Office also makes tourist guidebooks, event calendars, booklets, tourist maps every visit. Direct Selling Activities, carried out by sending an email. The communication mix in promotional activities by the Denpasar City Tourism Office seems stagnant from year to year.

Keywords: Evaluation, Promotion Strategy, Event Festival

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